



**KCRA**  
**3 Television Circle**  
**Sacramento, CA 95814**  
**Main: (916)446-3333**  
**Billing: (916)325-3266**

www.kcra.com

Billing Address:

**LUC Media**  
**Attention: Accounts Payable**  
**25 Whitlock Place**  
**Suite 201**  
**Marietta, GA 30064**

Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
929542-2	10/07/12	October 2012	10/01/12 - 10/01/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Hernandez/D/Congress	HERNANDEZ/CNG/D-CA10	

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	929542	07886878

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9913041	HERJ	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/01/12	10/01/12	KCRA-TV News at 6am	5:58am-7:00am	M-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	6:52 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	RMJH2012102H	\$1,500.00 NM
8	10/01/12	10/01/12	NBC Today Show	7:00am-9:00am	M-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	M	10/01/12	8:26 AM	NBC Today Show	7:00am-9:00am	:30	RMJH2012102H	\$1,500.00 NM
12	10/01/12	10/01/12	NBC Today Show II	10:00am-11:00am	M-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	10:56 AM	NBC Today Show II	10:00am-11:00am	:30	RMJH2012102H	\$450.00 NM
14	10/01/12	10/01/12	ANDERSON COOPER D.11AM TO 12PM		M-----	:30	1	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	11:48 AM	ANDERSON COOPER DAY	11AM TO 12PM	:30	RMJH2012102H	\$200.00 NM
16	10/01/12	10/01/12	KCRA-TV News at Noon	11:58am-1:00pm	M-----	:30	2	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	2	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	M	10/01/12	12:22 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	RMJH2012102H	\$650.00 NM
1	KCRA	M	10/01/12	12:55 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	RMJH2012102H	\$650.00 NM
19	10/01/12	10/01/12	M-F 2:00pm-3:00pm	M-F 2:00pm-3:00pm	M-----	:30	1	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
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Invoice #	Invoice Date	Invoice Month	Invoice Period
929542-2	10/07/12	October 2012	10/01/12 - 10/01/12
Advertiser	Product	Estimate Number	
Hernandez/D/Congress	HERNANDEZ/CNG/D-CA10		

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/01/12	10/01/12	M-F 2:00pm-3:00pm	M-F 2:00pm-3:00pm	M-----	:30	1	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	2:55 PM	M-F 2:00pm-3:00pm	M-F 2:00pm-3:00pm	:30	RMJH2012102H	\$225.00 NM
21	10/01/12	10/01/12	KATIE EF	3PM TO 4PM	M-----	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	3:31 PM	KATIE EF	3PM TO 4PM	:30	RMJH2012102H	\$400.00 NM
23	10/01/12	10/01/12	M-F 4-5p	4-5p	M-----	:30	1	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12		M-F 4-5p	4-5p	:00		<del>\$500.00</del> NM
Unresolved									
27	10/01/12	10/01/12	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	6:29 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	RMJH2012102H	\$1,200.00 NM
29	10/01/12	10/01/12	M-F 7pm-730pm	7:01pm-7:30pm	M-----	:30	1	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	7:25 PM	M-F 7pm-730pm	7:01pm-7:30pm	:30	RMJH2012102H	\$700.00 NM
31	10/01/12	10/01/12	M-F 730pm-8pm	7:31pm-7:57pm	M-----	:30	1	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	7:49 PM	M-F 730pm-8pm	7:31pm-7:57pm	:30	RMJH2012102H	\$700.00 NM
35	10/01/12	10/01/12	NBC Tonight Show	11:36pm-12:35am	M-----	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	12:32 AM	NBC Tonight Show	11:36pm-12:35am	:30	RMJH2012102H	\$350.00 NM
39	10/01/12	10/01/12	KCRA News at 430am	430-5am	M-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	4:52 AM	KCRA News at 430am	430-5am	:30	RMJH2012102H	\$250.00 NM
53	10/01/12	10/01/12	REVOLUTION	10:01pm-11pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	10:12 PM	REVOLUTION	10:01pm-11pm	:30	RMJH2012102H	\$3,000.00 NM

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Advertiser	Product	Estimate Number	
Hernandez/D/Congress	HERNANDEZ/CNG/D-CA10		

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
53	10/01/12	10/01/12	REVOLUTION	10:01pm-11pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
61	10/01/12	10/01/12	KCRA-TV News at 5am	5:00am-5:57am	M-----	:30	2	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	M	10/01/12	5:12 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	RMJH2012102H	\$300.00 NM
1	KCRA	M	10/01/12	5:53 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	RMJH2012102H	\$300.00 NM
64	10/01/12	10/01/12	KCRA-TV News at 11pm	11:00pm-11:35pm	M-----	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	11:22 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	RMJH2012102H	\$900.00 NM
65	10/01/12	10/01/12	Early Today	4-430am	M-----	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	4:27 AM	Early Today	4-430am	:30	RMJH2012102H	\$50.00 NM
66	10/01/12	10/01/12	ANDERSON COOPER D.11AM TO 12PM		M-----	:30	1	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/01/12	11:34 AM	ANDERSON COOPER DAY	11AM TO 12PM	:30	RMJH2012102H	\$200.00 NM
<u>Total Spots</u>							<b>19</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$13,525.00</b>
<u>Agency Commission</u>	<b>\$2,028.75</b>
<u>Net Amount Due</u>	<b>\$11,496.25</b>